

RESOLUTION NO. 20051103-004

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF AUSTIN:

The East 6th Street Public Improvement District Service Plan and Budget for 2006, attached as Exhibit "A" are hereby approved.

ADOPTED: November 3, 2005

ATTEST:

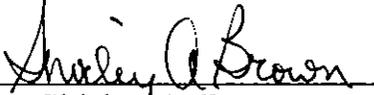

Shirley A. Brown
City Clerk

EXHIBIT A

PECAN STREET
OWNERS ASSOCIATION

MEMORANDUM

TO: Michael Knox
FROM: Kevin Walker, Executive Director Pecan Street Owners Association
DATE: 26 October 2005
SUBJECT: FY 2006 Draft Service Plan and Budget

Attached is the draft FY 2006 Service Plan and Budget for the Pecan Street Owners Association's second fiscal year.

The budget was developed using the projection of the PID revenue for FY 2006 provided by the City of Austin.

PID Assessments 90% Collection	\$36,304
City of Austin Contribution	\$43,500
Collected Assessment for 2005 less appropriated amount	\$ -1,514
Earned Interest and Late Payments	\$ 775
Funds Raised by PSOA (memberships, donations, events)	\$50,239
Reserved for Possible Adjustments to Proposed 2005 Roll	<u>(\$4,000)</u>
Total Available	<u>\$125,304</u>

The Pecan Street Owners Association Board of Directors will consider the preliminary budget proposal at their next meeting on 7 November 2005.

The Draft Service Plan and Budget is presented as broad categories rather than specific individual programs. The program budget will be developed December 2005.

If you have any questions please contact me at 203.7280.

Board of Directors
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Gary Mauley, *Vice Chairman*
Don Garner, *Treasurer*
Shannon Sedwick, *Secretary*
Terry Bootle
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211 East Seventh Street
Suite 100-I
Austin, Texas 78701
P 512.203.7280
F 512.477.7456
C 512.203.7280
kevin@pecanstreetaustin.com

PECAN STREET
OWNERS ASSOCIATION

**Pecan Street Owners Association
2006
Service Plan**

Service Plan Outline

INTRODUCTION

The Pecan Street Owners Association (PSOA), a 501(c)(6) organization, was officially formed in 2004. The owners association created a vision & mission and action plan. They successfully received petitions calling for a Public Improvement District (PID) from 59% of parcel owners representing 89% of valuation. Realizing the PID will only raise approximately \$36,000 annually, the PSOA secured an additional \$94,500 for a 2005 total of \$130,500 to operate the PID.

During the 2006 fiscal year, the Pecan Street Owners Association will continue with its mission to make the National Register District source of pride to the Austin community by creating a vibrant mixed-use where diverse offerings are a strong asset appreciated by both locals and visitors alike; making Sixth Street an important economic and cultural asset to the community for present and future generations; and advocating for the preservation and enhancement of the district's unique historic character.

The newly elected 2006 PSOA board of directors held its first meeting in October, elected officers and specifically identified nine (9) issues for the 2006 program of work Business Recruitment; Gateway Enhancement; Parking Meters Sidewalk Replacement; Taste of Sixth; Sounds of Sixth; April Fools Day; Sixth Street Open; Historic Sixth Street Walking Tour.

SERVICE PLAN

In this document, the Pecan Street Owners Association's draft FY 2006 Service Plan and Budget is outlined. The FY 2006 PID fund budget will total \$125,304 based on estimates of PID monies by the City of Austin. Of the \$125,304, \$79,804 is based on the projected assessment revenues as well as a City of Austin contribution.

FY 2006 Preliminary Budget

City of Austin/Public Order/Safety	\$18,796	15%
Communications/Membership	\$12,530	10%
Physical Improvements	\$18,796	15%
Marketing/Public Relations/Strategic Partnerships	\$31,326	25%
Historic Preservation/Accentuation	\$18,796	15%
Administration	\$25,060	20%

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Suite 100-L
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T 512.203.7280
F 512.477.7456
C 512.203.7280
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PROGRAM DESCRIPTIONS

City of Austin/Public Order/Safety - \$18,796 or 15%

The E. Sixth Street PID will continue to work directly with the City to identify and express the issues and barriers facing E. Sixth Street. A working plan will be created with ways to solve/mitigate issues. The E. Sixth Street PID will also work directly with the DAA, the APD and others to address the issues of public safety, order and evening management of the street.

Communications/Membership - \$12,530 or 10%

Maintain and enhance database and management system of property information. Promote and implement public membership opportunities. Execute effective communications to members, stakeholders and others through email, phone, fax and mail.

Physical Improvements - \$18,796 or 15%

Create a strategy and a plan for physical improvements in the district such as signage, sidewalks, gateways, etc.

Marketing/Public Relations/Strategic Partnerships - \$31,326 or 25%

Develop relationship with real estate broker and developer community. Provide educational opportunities and expansion options for existing tenants. Continue to implement the strategies of the Self-Sufficiency Plan. Keep on strategic partnerships with private sector for promotional and funding opportunities.

Historic Preservation/Accentuation - \$18,796 or 15%

Create a strong working group to develop this area from the historic preservation community, tourism, the museum, art groups, etc. Develop and distribute a Historic E Sixth Street Walking Tour brochure by partnering with the Old Pecan Street Association.

Administration: - \$25,060 or 20%

Program expenses include overhead charges allocated in proportion to staff time.

SUMMARY

The PSOA E. Sixth Street Public Improvement District is a professionally managed area of downtown Austin that continues to face an myriad of problems for in many similar entertainment districts. The area is well branded and with the focused effort proposed in this service plan, E. Sixth Street will become a vibrant mixed-use district that is a source of pride for the community.